

ORDER

Flight Dates 09/24/12-10/01/12

Order Sep 00:30:00

Product Estimate # 924C01

Contract / Revision 309228 / Martin-Ed Martin for MO ATT. Gene Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

08/24/12 08/27/12 Billing Contact Order Type GENERAL

Advertiser Martin / Republican / Attorno Billing Cycle EOM/EOC

814 King Street - Suite 400 Billing Calendar BROADCAST

Alexandria, VA 22314-3039

Agency Smart Media Group

Agency Smart Media Group

Demographic A35+

Buying Contact

Octob Office TWODO

Rev Codes

Product Octob PI

Rev Codes

Product Octob PI

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-3

 814 King Street - Suite 400
 Sales Region Agency Ref
 NAT
 Priority
 P-3

 Alexandria, VA 22314-3039
 Agency Ref
 Advertiser Ref

Primary Account Executive

Tara Washburn

Account Executive Order% Start Date End Date

Tara Washburn 100%

Order Share 20% Market Value 39575

Competing Station %	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	80%	31660
WDAF	%	0

Order Totals Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	ross Amoun
September 2012	39	\$5,886.25	\$6,925.00	0.00 08/27/12	09/30/12	39	\$5,886.25	\$6,925.00
October 2012	5	\$841.50	\$990.00	0.00 10/01/12	10/01/12	5	\$841.50	\$990.00

Totals 44 \$6,727.75 \$7,915.00 0.00

									Total	ls
Ln Ch Start End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 1 KSHB 09/24/12 10/01/12	M-F 11a-12p M-F 11a-12p	СМ	11a-12p	11111	:30	5	\$40.00 P-3	0.00 NM	5	\$200.00
Start Date End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/24/12 09/30/12	- 1111	4	\$40.00	0.00						
Week: 10/01/12 10/07/12	1	1	\$40.00	0.00						
N 2 KSHB 09/24/12 10/01/12	M-F 3-4p	CM	3-4p	11111	:30	5	\$50.00 P-3	0.00 NM	6	\$300.00
	Jeff Probst									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12 09/30/12	11111	5	\$50.00	0.00						
Week: 10/01/12 10/07/12	1	1	\$50.00	0.00						
N 3 KSHB 09/24/12 10/01/12	M-F 4-430p Jeopardy	СМ	4-430p	11111	:30	5	\$75.00 P-3	0.00 NM	6	\$450.00





<u>Contract / Revision</u> 309228 <u>Flight Dates</u>09/24/12-10/01/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/24/12/ 08/27/12 <u>Order Sep</u> 00:30:00

Advertiser Martin / Republican / Attor: Product Martin-Ed Martin for MO AT Estimate # 924C01

Long Ch											Tota	ıls
Journal Jour								ots			Spots	
Start Date March Color	N 3 KSHB 09/24/12	2 10/01/12		CM	4-430p	11111	:30	5	\$75.00 P-3	0.00 NM	6	\$450.00
Week: 1091/41/2 10971/2 10071/	Start Date	End Date		Spots/Week	Rate	Rating						
N												
Today Show Week: 09/24/12 09/30/12 11111 11111 1111 1111 1111 11111 11111 11111 11111 1111 1111 11	Week: 10/01/12	10/07/12		<u>'</u>	\$75.00							
N S KSHB 09/24/12 09/30/12 09/30/12 NBC Action News at 5p StM School	N 4 KSHB 09/24/1:	2 09/30/12	•	СМ	7-9a	11111	:30	5	\$125.00 P-3	0.00 NM	5	\$625.00
NBC Action News at 5p St Week 3pg-24/12 903/01/2 Veleck 100/11/2 100/07/2 Veleck 100/07/2												
Meek: 09/24/12 09/30/12 09/	N 5 KSHB 09/24/12	2 10/01/12			5-530p	S-	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
Week: 100/1/12	Start Date	End Date		Spots/Week	<u>Rate</u>	<u>Rating</u>						
N 6 KSHB 09/24/12 09/30/12 MF 1035-1135p												
Tonight Show Week: 09/24/12 End Date Weekdays Spots/Week Rate Rating 0,000					*		-30	2	\$100 00 P-3	0.00 NIM	2	\$200.00
N F KSHB 09/24/12 10/01/12 Sa Late News Late News Sa	N 0 ROLLD 09/24/12	2 09/30/12	•	Civi	1000-1100р	- 1- 1	.50	2	φ100.001 -5	0.00 14141	2	Ψ200.00
N 7 KSHB 09/24/12 10/01/12 Sa Late News Late News Sa Spots/Week Rate Week: 09/24/12 09/30/12	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Start Date End Date Weekdays Spots/Week Rate Week : 09/24/12 09/30/12			- 1- 1		-							
Week: 09/24/12 09/30/12 09/	N 7 KSHB 09/24/1:	2 10/01/12		СМ	10-1030p	S-	:30	1	\$275.00 P-3	0.00 NM	1	\$275.00
Neek: 10/01/12 10/07/12 10/												
N 8 KSHB 09/24/12 09/30/12 M-F 630-7p CM 630-7p 1-111- :30 4 \$350.00 P-3 0.00 NM 4 \$1,400.00												
M-F 630-7p Start Date End Date Weekdays Spots/Week Rate S350.00 0.00 N 9 KSHB 09/24/12 10/01/12 Monday Prime B Monday Prime C M			M-F 630-7p		+		:30	4	\$350.00 P-3	0.00 NM	4	\$1,400.00
N 9 KSHB 09/24/12 10/01/12 10/01/12 Monday Prime B CM 8-9p M :30 1 \$675.00 P-3 0.00 NM 2 \$1,350.00			•		,				,			, ,
Monday Prime B Monday Prime B Start Date End Date Weekdays Spots/Week Rate Serf 5.00 0.00 0.00	·					•						
Week: 09/24/12 Week: 10/01/12 09/30/12 M 1 \$675.00 0.00 N 10 KSHB 09/24/12 09/24/12 M 1 \$675.00 0.00 N 10 KSHB 09/24/12 09/24/12 M 1 \$675.00 0.00 N 11 KSHB End Date Weekdays Spots/Week Rate Rating Rating Week: 09/24/12 09/30/12 Weekdays Spots/Week Rate Rating Week: 09/24/12 10/01/12 Friday Prime A Friday P	N 9 KSHB 09/24/12	2 10/01/12		СМ	8-9p	M	:30	1	\$675.00 P-3	0.00 NM	2	\$1,350.00
Week: 10/01/12 10/07/12 M 1 \$675.00 0.00 N 10 KSHB 09/24/12 09/24/12 09/24/12 Monday Prime C Mo	Start Date	End Date		Spots/Week	Rate	Rating						
N10 KSHB 09/24/12 09/24/12 Monday Prime C CM 9-10p M :30 1 \$500.00 P-3 0.00 NM 1 \$5												
Monday Prime C Start Date End Date Weekdays M 1 \$500.00 0.00 0.00				•			.30	1	\$500 00 P-3	0.00 NM	1	\$500.00
Week: 09/24/12 09/30/12 M 1 \$500.00 0.00 N 11 KSHB 09/24/12 10/01/12 Friday Prime A Friday Prim			Monday Prime C		·		.50	•	ψ300.001 -3	0.00 14101		ψ500.00
N 11 KSHB 09/24/12 10/01/12 Friday Prime A CM 7-8pF :30 1 \$400.00 P-3 0.00 NM Friday Prime A Friday Prime Prime A Friday Prime A Frida												
Start Date End Date Weekdays Spots/Week Rate Rating			Friday Prime A	<u> </u>			:30	1	\$400.00 P-3	0.00 NM	1	\$400.00
Week: 09/24/12 09/30/12 F 1 \$400.00 0.00 Week: 10/01/12 10/07/12 F 0 \$0.00 0.00 N 12 KSHB 09/24/12 10/01/12 Fri 8-10p CM 8-10p F :30 1 \$365.00 P-3 0.00 NM 1 \$365.00 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 F 1 \$365.00 0.00 Week: 10/01/12 10/07/12 0 \$0.00 0.00 N 13 KSHB 09/24/12 09/30/12 Saturday Prime C CM 9-10p S- :30 1 \$225.00 P-3 0.00 NM 1 \$225.00			•	-	-1				,			,
Week: 10/01/12 10/07/12				Spots/Week								
N 12 KSHB 09/24/12 10/01/12 Fri 8-10p CM 8-10pF :30 1 \$365.00 P-3 0.00 NM 1 \$365.00 P-3				1								
Fri 8-10p Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12F 1 \$365.00 0.00 Week: 10/01/12 10/07/12 0 \$0.00 0.00 N 13 KSHB 09/24/12 09/30/12 Saturday Prime C CM 9-10pS- :30 1 \$225.00 P-3 0.00 NM 1 \$225.00							:30	1	\$365.00 P-3	0.00 NM	1	\$365.00
Week: 09/24/12 09/30/12 F 1 \$365.00 0.00 Week: 10/01/12 10/07/12 0 \$0.00 0.00 N 13 KSHB 09/24/12 09/30/12 Saturday Prime C CM 9-10p S- :30 1 \$225.00 P-3 0.00 NM 1 \$225.00		0, 0 .,	•		G . GP	_	.00	·	ψοσοίσσι σ	0.00	•	φοσο.σσ
Week: 10/01/12 10/07/12 S 30.00 0.00 N 13 KSHB 09/24/12 09/30/12 Saturday Prime C CM 9-10p S- :30 1 \$225.00 P-3 0.00 NM 1 \$225.00	·					-						
N 13 KSHB 09/24/12 09/30/12 Saturday Prime C CM 9-10pS- :30 1 \$225.00 P-3 0.00 NM 1 \$225.00												
				СМ	-		:30	1	\$225.00 P-3	0.00 NM	1	\$225.00
Start Date	Start Date	Fnd Date	•		Rate	Rating						
Week: 09/24/12						-						
N 14 KSHB 09/24/12 10/01/12 NBC Action News at 6a CM 6-7a 11111 :30 5 \$150.00 P-3 0.00 NM 6 \$900.00 NBC Action News at 6a						11111	:30	5	\$150.00 P-3	0.00 NM	6	\$900.00

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<u>Contract / Revision</u> 309228 <u>Flight Dates</u>09/24/12-10/01/12 <u>Hiatus Dates</u>

<u>Original Date / Revision</u> 08/24/12/ 08/27/12 <u>Order Sep</u> 00:30:00

Advertiser Martin / Republican / Attor: Product Martin-Ed Martin for MO AT Estimate # 924C01

											<u>Tota</u>	<u>ls</u>
Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
N 14 KSHB 0	9/24/12	2 10/01/12	NBC Action News	at 6a CM	6-7a	11111	:30	5	\$150.00 P-3	0.00 NM	6	\$900.00
			NBC Action News	s at 6a								
Start D	Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/24/	/12	09/30/12	11111	5	\$150.00	0.00						
Week: 10/01/	/12	10/07/12	1	1	\$150.00	0.00						
N 15 KSHB 0	9/24/12	2 10/01/12	Thursday Prime C	CM	9-10p	T	:30	1	\$500.00 P-3	0.00 NM	1	\$500.00
			Thursday Prime C									
Start [Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/24/	/12	09/30/12	T	1	\$500.00	0.00						
Week: 10/01/	/12	10/07/12		0	\$0.00	0.00						
N16 KSHB 0	9/24/12	2 10/01/12	Sun 8-9a	CM	8-9a	S	:30	1	\$125.00 P-3	0.00 NM	1	\$125.00
			Sun 8-9a									
Start [Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/24/	/12	09/30/12	S	1	\$125.00	0.00						
Week: 10/01/	/12	10/07/12		0	\$0.00	0.00						

Totals 44 \$7,915.00

Action KSHB-TV

ORDER

Flight Dates 10/02/12-10/08/12

Order Sep 00:20:00

<u>Product</u> <u>Estimate #</u> **C02C08**

Contract / Revision 309326 / Ed Martin for MO Att. General 10/2- Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

08/27/12 08/27/12 Billing Contact Order Type GENERAL

Advertiser Martin / Republican / Attorno Billing Cycle EOM/EOC

814 King Street - Suite 400 Billing Calendar BROADCAST

Alexandria, VA 22314-3039

Demographic A25-54

Agency Smart Media Group Rev Codes POL POL CAND

Buying Contact
Sales Office EWSDC Product Codes PL

814 King Street - Suite 400

Sales Region NAT
Priority
P-1

Alexandria, VA 22314-3039 Agency Ref Advertiser Ref

Start Date

Primary Account Executive

Order%

Tara Washburn

Account Executive

Tara Washburn 100%

End Date

Order Share 100% Market Value10200

Competing Station	% of Order	<u> </u>
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0

%

0

Order Totals Billing Plan

 Month
 # of Spots
 Net Amount Gross Amount
 Rating
 Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 October 2012
 18
 \$8,670.00
 \$10,200.00
 0.00
 10/01/12
 10/08/12
 18
 \$8,670.00
 \$10,200.00

WDAF

Totals 18 \$8,670.00 \$10,200.00 0.00

										Tota	ls
Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
N 1 KSHB 10/02/12	10/08/12	M-F 4-430p Jeopardy	СМ	4-430p		:30	0	\$250.00 P-3	0.00 NM	2	\$500.00
Start Date E	nd Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 1	0/07/12	- 1- 1	2	\$250.00	0.00						
Week: 10/08/12 1	0/14/12		0	\$0.00	0.00						
N 2 KSHB 10/02/12	10/08/12	Today Show	CM	7-9a		:30	0	\$300.00 P-3	0.00 NM	2	\$600.00
		Today Show									
Start Date E	nd Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 1	0/07/12	- 1- 1	2	\$300.00	0.00						
Week: 10/08/12 1	0/14/12		0	\$0.00	0.00						
N 3 KSHB 10/02/12	10/08/12	Nightly News	CM	530-6p		:30	0	\$900.00 P-3	0.00 NM	3	\$2,700.00
		Nightly News									
Start Date E	ind Date	W eekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						

Page 2 of 2 Print Date: 08/28/12



Contract / Revision 309326

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 08/27/12/ 08/27/12

Order Sep 00:20:00

Advertiser Martin / Republican / Attor: Product Ed Martin for MO Att. GenerEstimate # C02C08

											Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
N 3 KSHB	10/02/1	2 10/08/12	Nightly News Nightly News	СМ	530-6p		:30	0	\$900.00 P-3	0.00 NM	3	\$2,700.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	–	10/07/12	1-1	2	\$900.00	0.00						
Week: 10/		10/14/12	1	1	\$900.00	0.00					_	
N 4 KSHB	10/02/1	2 10/08/12	M-F Late News M-F Late News	СМ	10-1035p		:30	0	\$650.00 P-3	0.00 NM	3	\$1,950.00
	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	-	10/07/12	1-1	2	\$650.00	0.00						
Week: 10/		10/14/12	1	1	\$650.00	0.00						
N 5 KSHB	10/02/1	2 10/08/12	M-F 630-7p M-F 630-7p	СМ	630-7p		:30	0	\$750.00 P-3	0.00 NM	4	\$3,000.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	-	10/07/12	- 1111	4	\$750.00	0.00						
Week: 10/	08/12	10/14/12		0	+	0.00						
N 6 KSHB	10/02/1	2 10/08/12	Friday Prime B Grimm	СМ	8-9p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	01/12	10/07/12	1	1	\$500.00	0.00						
Week: 10/	08/12	10/14/12		0	\$0.00	0.00						
N 7 KSHB	10/02/1	2 10/08/12	Friday Prime C Dateline	СМ	9-10p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	1	1	\$500.00	0.00						
Week: 10/	08/12	10/14/12		0	\$0.00	0.00						
N 8 KSHB	10/02/1	2 10/08/12	Saturday Prime C L&O SVU	CM	9-10p		:30	0	\$250.00 P-3	0.00 NM	1	\$250.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	1-	1	\$250.00	0.00						
Week: 10/	08/12	10/14/12		0	\$0.00	0.00						
N 9 KSHB	10/02/1	2 10/08/12	M-F 1035-1135p Tonight Show	СМ	1035-1135p	- ТWГF	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	Rate	Rating						
Week: 10/	01/12	10/07/12	- TWTF	1	\$200.00	0.00						
Week: 10/	08/12	10/14/12		0	\$0.00	0.00						
											40.Φ	10.000.00

Flight Dates 10/09/12-10/15/12

Order Sep 00:20:00

Product Estimate # C09C15

Ed Martin for MO Att. General 10/9-Alt Order # Contract / Revision 309329

Billing Type Cash Original Date / Revision Agency Com 15%

> 08/27/12 08/28/12 Order Type **GENERAL** Billing Contact

Billing Cycle EOM/EOC Advertiser Martin / Republican / Attorne

> 814 King Street - Suite 400 Billing Calendar BROADCAST

Alexandria, VA 22314-3039 Demographic A25-54

Agency **Smart Media Group Rev Codes** POL POL CAND

Buying Contact Product Codes PL Sales Office EWSDC

Sales Region NAT **Priority** P-3 814 King Street - Suite 400

Agency Ref Advertiser Ref Alexandria, VA 22314-3039

Start Date

Primary Account Executive

Tara Washburn

Tara Washburn 100%

End Date

Account Executive

Order%

Order Share 100% Market Value 10200

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0
WDAF	%	0

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 18 \$8,670.00 \$10,200.00 0.00 10/01/12 18 \$10,200.00 10/15/12 \$8,670.00 Totals 18 \$8,670.00 \$10,200.00 0.00

Totals Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KSHB 10/09/12 10/15/12 M-F 4-430p СМ 4-430p :30 \$250.00 P-3 0.00 NM \$500.00 Jeopardy Start Date **End Date** W eekdays Spots/Week Rating Rate -1-1---Week: 10/08/12 10/14/12 2 \$250.00 0.00 Week: 10/15/12 10/21/12 0 \$0.00 0.00 N 2 KSHB 10/09/12 10/15/12 **Today Show** СМ _____ \$300.00 P-3 0.00 NM \$600.00 7-9a Today Show Spots/Week Start Date **End Date** W eekdays Rate Rating Week: 10/08/12 10/14/12 - 1- 1- - -2 \$300.00 0.00 Week: 10/15/12 10/21/12 0 \$0.00 0.00 N 3 KSHB 10/09/12 10/15/12 Nightly News CM 530-6p _ _ _ _ _ _ :30 \$900.00 P-3 0.00 NM 3 \$2,700.00 Nightly News Start Date **End Date** W eekdays Spots/Week Rate Rating

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Contract / Revision 309329 Flight Dates 10/09/12-10/15/12 **Hiatus Dates**

Original Date / Revision 08/27/12/ 08/28/12 Order Sep 00:20:00

Advertiser Martin / Republican / Attor: Product Ed Martin for MO Att. GenerEstimate # C09C15

N Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount	Ln Ch Start	End	Inventory Code	Break	Start/End T	ima Dave	Len Spo	nte	Rate Pri	Rta Type	Tota	<u>ls</u> Amount
Start Date End Date Weekdays Spots/Week Rate Rating Spots/Week Rate Rating Spots/Week S												
Week: 10/08/12 10/14/121-1 2 2 2 2 2 2 2 2 2			0 ,		_							
Week: 10/15/12 10/21/12 1												
N 4 KSHB 10/09/12 10/15/12 M-F Late News M-F Cate News M-F Cate News N-F Cate News M-F Cate News N-F Cate Ne				1								
Week: 10/08/12 10/14/12 10/14/12 1-1 2 \$650.00 0.00 0.00		2 10/15/12		СМ			:30	0	\$650.00 P-3	0.00 NM	3	\$1,950.00
N 5 KSHB 10/09/12 10/15/12	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
N 5 KSHB 10/09/12 10/15/12 M-F 630-7p	Week: 10/08/12	10/14/12		2	\$650.00	0.00						
Lets Ask America Lets Ask America Spots/Week Rate Rating Week: 10/108/12 10/14/12 -1111 - 4 \$750.00 0.00 0.00				1	-	0.00						
Week: 10/08/12 Week: 10/15/12 10/14/12 10/15/12 -1111 4 \$750.00 0.00 0.00 0.00 N 6 KSHB 10/09/12 10/15/12 Friday Prime B Grimm CM 8-9p :30 0 \$500.00 P-3 0.00 NM 1 \$500.00 Start Date Week: 10/08/12 10/14/12 Week: 10/08/12 10/14/12 Friday Prime C Start Date Week: 10/08/12 10/14/12 Week: 10/08/12 10/15/12 10/21/12 Week: 10/08/12 10/15/12 10/21/12 Week: 10/08/12 10/14/12 Week: 10/08/12 1	N 5 KSHB 10/09/12	2 10/15/12	•	СМ	630-7p		:30	0	\$750.00 P-3	0.00 NM	4	\$3,000.00
Week: 10/15/12 10/21/12				Spots/Week								
N 6 KSHB 10/09/12 10/15/12 Friday Prime B CM 8-9p :30 0 \$500.00 P-3 0.00 NM 1 \$500.00												
Start Date End Date Weekdays Spots/Week Rate Rating Stort 10/08/12 10/14/12 1 \$500.00 0.00 0.00					+							
Week: 10/08/12 Meek: 10/15/12 10/14/12 10/21/12 1 \$500.00 \$0.00 0.00 N 7 KSHB 10/09/12 10/15/12 Friday Prime C Friday	N 6 KSHB 10/09/12	2 10/15/12	•	СМ	8-9p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
Week: 10/15/12 10/12/1/2												
N 7 KSHB 10/09/12 10/15/12 Friday Prime C CM 9-10p :30 0 \$500.00 P-3 0.00 NM 1 \$5			-									
Start Date End Date Weekdays Spots/Week Rate Rating					+		.00		ФГОО ОО D О	0.00 NIM	4	\$ 500.00
Week: 10/08/12 10/14/12 10/15/12 10/21/1	N / KSHB 10/09/12	2 10/15/12		СМ	9-10p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
Week: 10/15/12 10/21/12												
N 8 KSHB 10/09/12 10/15/12 Saturday Prime C CM 9-10p :30 0 \$250.00 P-3 0.00 NM 1 \$250.00 Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 0 \$0.00 0.00 N 9 KSHB 10/09/12 10/15/12 M-F 1035-1135p CM 1035-1135p - TWTF :30 1 \$200.00 P-3 0.00 NM 1 \$200.00 Start Date End Date Weekdays Spots/Week Rate Rating Tonight Show Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 1 \$200.00 0.00			=	· · · · · · · · · · · · · · · · · · ·								
L&O SVU Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 1 1 \$250.00 0.00 Week: 10/15/12 10/21/12 0 \$0.00 0.00 N 9 KSHB 10/09/12 10/15/12 M-F 1035-1135p CM 1035-1135p -TWTF :30 1 \$200.00 P-3 0.00 NM 1 \$200.00 Tonight Show Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 -TWTF 1 \$200.00 0.00					*		-00		Ф050 00 D 0	0.00 NIM	4	#050.00
Week: 10/08/12 10/14/12 1- 1 \$250.00 0.00 Week: 10/15/12 10/21/12					9-10p		:30	0	\$250.00 P-3	0.00 NM	1	\$250.00
Week: 10/15/12 10/21/12												
N 9 KSHB 10/09/12 10/15/12 M-F 1035-1135p CM 1035-1135p - TWTF :30 1 \$200.00 P-3 0.00 NM 1 \$200.00 Tonight Show Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 - TWTF 1 \$200.00 0.00			-									
Tonight Show <u>Start Date End Date Weekdays Spots/Week Rate Rating</u> Week: 10/08/12 10/14/12 - TWTF 1 \$200.00 0.00					*****		-20	1	\$200 00 D 2	0.00 NIM	4	¢200.00
<u>Start Date </u>	IN 3 NOTED 10/09/12	10/13/12	•	Civi	1030-1133p	- 1 WII'	.30	1	φ200.00 F-3	U.UU INIVI	'	φ∠00.00
Week: 10/08/12 10/14/12 - TWTF 1 \$200.00 0.00	Start Date	End Date	•	Spots/Week	Rate	Rating						
* * * * * * * * * * * * * * * * * * * *												
				0								

Астіор кянв-ту

ORDER

Flight Dates 10/16/12-10/22/12

<u>Order Sep</u> 00:20:00

<u>Product</u> <u>Estimate #</u> **C16C22**

Contract / Revision 309336 / Ed Martin for MO Att. General 10/16 Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

08/27/12 08/28/12 Billing Contact Order Type GENERAL

Advertiser Martin / Republican / Attorno Billing Cycle EOM/EOC

814 King Street - Suite 400 Billing Calendar BROADCAST

Alexandria, VA 22314-3039

Demographic A25-54

Agency Smart Media Group Rev Codes POL POL CAND

Buying Contact
Sales Office EWSDC Product Codes PL

Sales Region NAT Priority P-3

814 King Street - Suite 400
Alexandria, VA 22314-3039
Agency Ref
Advertiser Ref

Start Date

Primary Account Executive

Order%

18

\$8,670.00

Tara Washburn

Totals

Account Executive

Tara Washburn 100%

End Date

 Competing Station % of Order
 Amount

 CABLE
 %
 0

 KCPT
 %
 0

 KCTV
 %
 0

 KCWE
 %
 0

Order Share 100% Market Value 10200

 KCWE
 %
 0

 KMBC
 %
 0

 KMCI
 %
 0

 KPXE
 %
 0

 KSMO
 %
 0

%

0

0

UNKWN

WDAF %
Order Totals
Billing Plan

\$10,200.00

 Month
 # of Spots
 Net Amount Gross Amount
 Rating
 Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 October 2012
 18
 \$8,670.00
 \$10,200.00
 0.00
 10/01/12
 10/22/12
 18
 \$8,670.00
 \$10,200.00

0.00

Totals Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount KSHB 10/16/12 10/22/12 M-F 4-430p СМ 4-430p :30 \$250.00 P-3 0.00 NM \$500.00 Jeopardy Start Date **End Date** Weekdays Spots/Week Rate Rating -1-1---Week: 10/15/12 10/21/12 2 \$250.00 0.00 Week: 10/22/12 10/28/12 \$0.00 0 0.00 E 2 KSHB 10/16/12 10/22/12 **Today Show** СМ _____ :30 \$300.00 P-3 0.00 NM \$600.00 7-9a Today Show Spots/Week Start Date **End Date** W eekdays Rate Rating Week: 10/15/12 10/21/12 - 1- 1- - -2 0.00\$300.00 Week: 10/22/12 10/28/12 0 \$0.00 0.00 E 3 KSHB 10/16/12 10/22/12 Nightly News CM 530-6p _ _ _ _ _ _ _ :30 \$900.00 P-3 0.00 NM 3 \$2,700.00 Nightly News Start Date **End Date** W eekdays Spots/Week Rating Rate

Page 2 of 2





Contract / Revision 309336 Flight Dates 10/16/12-10/22/12 **Hiatus Dates**

Original Date / Revision 08/27/12/ 08/28/12 Order Sep 00:20:00

Advertiser Martin / Republican / Attor: Product Ed Martin for MO Att. GenerEstimate # C16C22

Ln Ch Start End	Inventory Code	Break	Start/End T	ime Dave	Len Spo	nte	Pate Pri	Rtg Type	<u>Tota</u>	<u>ls</u> Amount
E 3 KSHB 10/16/12 10/22/12	Nightly News Nightly News	CM	530-6p		:30	0	\$900.00 P-3	0.00 NM	3	\$2,700.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	Weekdays 1-1 1	Spots/Week 2	<u>Rate</u> \$900.00 \$900.00	Rating 0.00 0.00						
E 4 KSHB 10/16/12 10/22/12	M-F Late News M-F Late News	СМ	10-1035p		:30	0	\$650.00 P-3	0.00 NM	3	\$1,950.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	<u>Weekdays</u> 1-1 1	Spots/Week 2 1	Rate \$650.00 \$650.00	Rating 0.00 0.00						
E 5 KSHB 10/16/12 10/22/12	M-F 630-7p Lets Ask America	СМ	630-7p		:30	0	\$750.00 P-3	0.00 NM	4	\$3,000.00
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	<u>Weekdays</u> - 1111	Spots/Week 4 0	Rate \$750.00 \$0.00	Rating 0.00 0.00						
E 6 KSHB 10/16/12 10/22/12	Friday Prime B Grimm	СМ	8-9p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
Start Date End Date Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	<u>Weekdays</u> 1	Spots/Week 1 0	Rate \$500.00 \$0.00	Rating 0.00 0.00						
E 7 KSHB 10/16/12 10/22/12	Friday Prime C Dateline	СМ	9-10p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
Start Date End Date Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	<u>Weekdays</u> 1	Spots/Week 1 0	Rate \$500.00 \$0.00	Rating 0.00 0.00						
E 8 KSHB 10/16/12 10/22/12	Saturday Prime C L&O SVU	СМ	9-10p		:30	0	\$250.00 P-3	0.00 NM	1	\$250.00
Start Date End Date Week: 10/15/12 10/21/12 Week: 10/22/12 10/28/12	<u>Weekdays</u> 1-	Spots/Week 1 0	<u>Rate</u> \$250.00 \$0.00	Rating 0.00 0.00						
E 9 KSHB 10/16/12 10/22/12	M-F 1035-1135p Tonight Show	СМ	1035-1135p	- TWFF	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
Start Date End Date W eek: 10/15/12 10/21/12 W eek: 10/22/12 10/28/12	<u>Weekdays</u> - TWTF	Spots/Week 1 0	Rate \$200.00 \$200.00	Rating 0.00 0.00						



ORDER

Flight Dates 10/23/12-10/29/12

<u>Order Sep</u> 00:20:00

Product Estimate # C23C29

Contract / Revision 309338 / Ed Martin for MO Att. General 10/2: Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

08/27/12 08/28/12 Billing Contact Order Type GENERAL

Advertiser Martin / Republican / Attorno Billing Cycle EOM/EOC

814 King Street - Suite 400 <u>Billing Calendar BROADCAST</u>

Alexandria, VA 22314-3039

Agency Smart Media Group

Demographic A25-54

Buying Contact

Octob Office TWODO

Rev Codes

Product Octob PI

Rev Codes

Product Octob PI

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-3

814 King Street - Suite 400

Alexandria, VA 22314-3039

Agency Ref

Advertiser Ref

Primary Account Executive

Tara Washburn

Account Executive Order% Start Date End Date

Tara Washburn 100%

Order Share 100% Market Value 10200

Competing Station of	Amount	
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0
WDAF	%	0

Order Totals Billing Plan

**************************************	Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	Net Amount G	ross Amoun
November 2012 2 \$1,317.50 \$1,550.00 0.00 10/29/12 10/29/12 2 \$1,317.50 \$1,550.00	October 2012	16	\$7,352.50	\$8,650.00	0.00 10/01/12	10/28/12	16	\$7,352.50	\$8,650.00
	November 2012	2	\$1,317.50	\$1,550.00	0.00 10/29/12	10/29/12	2	\$1,317.50	\$1,550.00

Totals 18 \$8,670.00 \$10,200.00 0.00

									Tota	ls
Ln Ch Start End	I Inventory Code	e Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
E 1 KSHB 10/23/12 10/2	9/12 M-F 4-430p Jeopardy	СМ	4-430p		:30	0	\$250.00 P-3	0.00 NM	2	\$500.00
Start Date End D	ate Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12 10/28	12 - 1- 1	2	\$250.00	0.00						
Week: 10/29/12 11/04	12	0	\$0.00	0.00						
E 2 KSHB 10/23/12 10/2	9/12 Today Show	CM	7-9a		:30	0	\$300.00 P-3	0.00 NM	2	\$600.00
	Today Show									
Start Date End D	ate Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12 10/28	12 - 1- 1	2	\$300.00	0.00						
Week: 10/29/12 11/04	12	0	\$0.00	0.00						
E 3 KSHB 10/23/12 10/2	9/12 Nightly News Nightly News	СМ	530-6p		:30	0	\$900.00 P-3	0.00 NM	3	\$2,700.00

Page 2 of 2



Contract / Revision 309338 Flight Dates 10/23/12-10/29/12 **Hiatus Dates**

Original Date / Revision 08/27/12/ 08/28/12 Order Sep 00:20:00

Advertiser Martin / Republican / Attori Product Ed Martin for MO Att. Gener Estimate # C23C29

											Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
E 3 KSHB	10/23/1	2 10/29/12	Nightly News Nightly News	СМ	530-6p		:30	0	\$900.00 P-3	0.00 NM	3	\$2,700.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/28/12	1-1	2	\$900.00	0.00						
Week: 10/		11/04/12	1	1	\$900.00	0.00					_	
E 4 KSHB	10/23/1	2 10/29/12	M-F Late News M-F Late News	СМ	10-1035p		:30	0	\$650.00 P-3	0.00 NM	3	\$1,950.00
	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/28/12	1-1	2	\$650.00	0.00						
Week: 10/		11/04/12	1	1	\$650.00	0.00						
E 5 KSHB	10/23/1	2 10/29/12	M-F 630-7p Lets Ask America	СМ	630-7p		:30	0	\$750.00 P-3	0.00 NM	4	\$3,000.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/28/12	- 1111	4	\$750.00	0.00						
Week: 10/		11/04/12		0	++	0.00						
E 6 KSHB	10/23/1	2 10/29/12	Friday Prime B Grimm	СМ	8-9p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	22/12	10/28/12	1	1	\$500.00	0.00						
Week: 10/	29/12	11/04/12		0	\$0.00	0.00						
E 7 KSHB	10/23/1	2 10/29/12	Friday Prime C Dateline	СМ	9-10p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	22/12	10/28/12	1	1	\$500.00	0.00						
Week: 10/	29/12	11/04/12		0	\$0.00	0.00						
E 8 KSHB	10/23/1	2 10/29/12	Saturday Prime C L&O SVU	СМ	9-10p		:30	0	\$250.00 P-3	0.00 NM	1	\$250.00
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	22/12	10/28/12	1-	1	\$250.00	0.00						
Week: 10/	29/12	11/04/12		0	\$0.00	0.00						
E 9 KSHB	10/23/1	2 10/29/12	M-F 1035-1135p Tonight Show	СМ	1035-1135p	- ТWГF	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	22/12	10/28/12	- TWTF	1	\$200.00	0.00						
Week: 10/	29/12	11/04/12		0	\$200.00	0.00						
											40.Φ	10.000.00

EOM/EOC

Action KSHB-TV

ORDER

Flight Dates 10/30/12-11/05/12

Order Sep 00:20:00

<u>Product</u> <u>Estimate #</u> **C30N06**

Contract / Revision 309339 / Ed Martin for MO Att. General 10/3(Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

08/27/12 08/28/12 Billing Contact Order Type GENERAL

Advertiser Martin / Republican / Attorno Billing Cycle

814 King Street - Suite 400 <u>Billing Calendar</u> BROADCAST

Alexandria, VA 22314-3039

Agency Smart Media Group

Demographic A25-54

Agency Smart Media Group

Buying Contact

Octob Office TWODO

Rev Codes

Product Octob PI

Rev Codes

Product Octob PI

Sales Office EWSDC Product Codes PL
Sales Region NAT Priority P-3

814 King Street - Suite 400

Alexandria, VA 22314-3039

Agency Ref

Advertiser Ref

Primary Account Executive

Tara Washburn

Account Executive Order% Start Date End Date

Tara Washburn 100%

Order Share 100% Market Value 10500

Competing Station	% of Order	Amount
CABLE	%	0
KCPT	%	0
KCTV	%	0
KCWE	%	0
KMBC	%	0
KMCI	%	0
KPXE	%	0
KSMO	%	0
UNKWN	%	0
WDAF	%	0

Order Totals Billing Plan

 Month
 # of Spots
 Net Amount Gross Amount
 Rating Start Date
 End Date
 # Spots
 Net Amount Gross Amount

 November 2012
 19
 \$8,925.00
 \$10,500.00
 0.00
 10/29/12
 11/05/12
 19
 \$8,925.00
 \$10,500.00

Totals 19 \$8,925.00 \$10,500.00 0.00

											<u>Tota</u>	ıls_
Ln Ch	Start	End	Inventory Code	Break	Start/End	Γime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSHB	10/30/12	2 11/05/12	M-F 4-430p Jeopardy	СМ	4-430p		:30	0	\$250.00 P-3	0.00 NM	2	\$500.00
<u>Start</u>	<u>Date</u>	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29	9/12	11/04/12	- 1- 1	2	\$250.00	0.00						
Week: 11/0	5/12	11/11/12		0	\$0.00	0.00						
E 2 KSHB	10/30/12	2 11/05/12	Today Show	СМ	7-9a		:30	0	\$300.00 P-3	0.00 NM	3	\$900.00
			Today Show									
<u>Start</u>	<u>Date</u>	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/29	9/12	11/04/12	- 1- 1	2	\$300.00	0.00						
Week: 11/0	5/12	11/11/12	1	1	\$300.00	0.00						
E 3 KSHB	10/30/12	2 11/05/12	Nightly News Nightly News	СМ	530-6p		:30	0	\$900.00 P-3	0.00 NM	3	\$2,700.00
<u>Start</u>	<u>Date</u>	End Date	<u>W eekdays</u>	Spots/Week	<u>Rate</u>	Rating						

Page 2 of 2



Contract / Revision 309339 Flight Dates 10/30/12-11/05/12 **Hiatus Dates**

Original Date / Revision 08/27/12/ 08/28/12 Order Sep 00:20:00

Advertiser Martin / Republican / Attor: Product Ed Martin for MO Att. GenerEstimate # C30N06

											Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
E 3 KSHB	10/30/1	2 11/05/12	Nightly News Nightly News	СМ	530-6p		:30	0	\$900.00 P-3	0.00 NM	3	\$2,700.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		11/04/12	1-1	2	\$900.00	0.00						
Week: 11/		11/11/12	1	1	\$900.00	0.00						
E 4 KSHB	10/30/1	2 11/05/12	M-F Late News M-F Late News	СМ	10-1035p		:30	0	\$650.00 P-3	0.00 NM	3	\$1,950.00
	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		11/04/12	1-1	2	\$650.00	0.00						
Week: 11/		11/11/12	1	1	\$650.00	0.00						
E 5 KSHB	10/30/1	2 11/05/12	M-F 630-7p Lets Ask America	СМ	630-7p		:30	0	\$750.00 P-3	0.00 NM	4	\$3,000.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		11/04/12	- 1111	4	\$750.00	0.00						
Week: 11/	05/12	11/11/12		0	++	0.00						
E 6 KSHB	10/30/1	2 11/05/12	Friday Prime B Grimm	СМ	8-9p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	29/12	11/04/12	1	1	\$500.00	0.00						
Week: 11/	05/12	11/11/12		0	\$0.00	0.00						
E 7 KSHB	10/30/1	2 11/05/12	Friday Prime C Dateline	СМ	9-10p		:30	0	\$500.00 P-3	0.00 NM	1	\$500.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	Rate	Rating						
Week: 10/		11/04/12	1	1	\$500.00	0.00						
Week: 11/	05/12	11/11/12		0	\$0.00	0.00						
E 8 KSHB	10/30/1	2 11/05/12	Saturday Prime C L&O SVU	CM	9-10p		:30	0	\$250.00 P-3	0.00 NM	1	\$250.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	29/12	11/04/12	1-	1	\$250.00	0.00						
Week: 11/	05/12	11/11/12		0	\$0.00	0.00						
E 9 KSHB	10/30/1	2 11/05/12	M-F 1035-1135p Tonight Show	СМ	1035-1135p	- ТWГF	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
<u>Sta</u>	rt Date	End Date	W eekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/	29/12	11/04/12	- TWTF	1	\$200.00	0.00						
Week: 11/	05/12	11/11/12		0	\$200.00	0.00						
											40.04	0.500.00

Totals 19 \$10,500.00